

United Way  
of Etowah County

**SAVE THE  
DATE!**

**Campaign  
Celebration**

**November 3**

Convention Hall  
RSVP—  
256-547-2581  
Pay \$10 at the door.



2-1-1 is on the  
worldwide web!

Anyone with access to the Internet can search the 2-1-1 Connects Alabama database. Just visit <http://www.211ConnectsAlabama.org>

### Meet the Staff

**Joanne Hightower**  
*Executive Director*

**Donna Rodgers**  
*Finance Manager*

**Pat Presley**  
*Executive Assistant*

**Jessica Brown**  
*Marketing and  
Resource Director*

**Susan Carter**  
*211/ First Call for Help  
Program Director*

**Emily Sims**  
*Success By 6  
Program Director*

# HOW WE LIVE UNITED

SEPTEMBER 2011

## Campaign Kicks Off with 643,245!

United Way's Campaign kicked off to a great start at Gadsden's Convention Hall August 25. Pacesetter companies raised 47 percent of the campaign goal!! The Pacesetter campaign begins two months before the fall campaign starts.

**Valerie Richardson** announced the results

of the Pacesetter Campaign as of August 25: **Gadsden Regional Medical Center**, \$60,469; **Alabama Power Co.**, \$54,224; **Riverview Regional Medical Center**, \$42,000; **Gadsden City Schools**, \$33,690; **Gadsden State Community College**, \$32,600; **HealthSouth Rehabilitation Hospital**, \$24,000; **Family Savings Federal Credit Union**, \$22,736; **Life of Alabama**, \$13,787; **Hindsman, Hall & Storey**, \$13,599; **United Way**, \$6,059; **UPS**, \$3,345 and **Goodyear Tire & Rubber Company and USW Local 12L**, \$255,674!

**Can a t-shirt change the world?  
Just watch.**

United Way Board Members pledged \$40,339 and Leadership Giving totaled \$119,834.

**Christie Knowles**, campaign chairperson said, "The philosophy behind **Live United** is that

we are all connected and interdependent." Change happens when we **Live United** - working together to

keep youth in school until they graduate and get jobs, helping families get on the track to financial stability, keeping seniors in their homes longer by making sure they have good nutrition and health.

The campaign kickoff was a legal-themed luncheon and "Closing Arguments and Final Verdict" will end the campaign at Convention Hall on Thursday, November 3. Do come to the Campaign Celebration Luncheon !



Campaign Chair, **Christie Knowles**; Campaign Vice-chair, **Catherine Martin** (not shown); Campaign Vice-chair, **Valerie Richardson**; Leadership Chair, **Todd Hindsman**; Commercial, **Mark Hamilton**; Education, **Pam Clough**; Financial, **Jeff Allen**; Government, **Haley Brown**; Health Institutions, **Rhonda DeHaven**; Health Professionals, **Dr. G. & Nanda Patel** (Dr. G. not shown); Industrial **Kevin Phillips** and **Jeff Lankford**; Non-Profit, **Brent McCoy**; Professionals, **Wesley Patterson**; Residential, **Joy Ballenger**; Retail, **Lesla Osborn**.

**2011-12 Campaign Cabinet**

**LIVE UNITED™**



When Carolyn moved to the area, she looked for a meal delivering program and found MANNA. Carolyn told United Way, "I plan to deliver as long as I can still walk, or until my kids take away the car keys!."

Carolyn tells the story in her own words, "MANNA is a deeply needed program. I've been delivering meals to Mr. Everett for as long as I can remember. He's one of my very favorite customers. He always has a smile on his face and seems as interested in my activities as well as I am in his."

## Did you know ...?

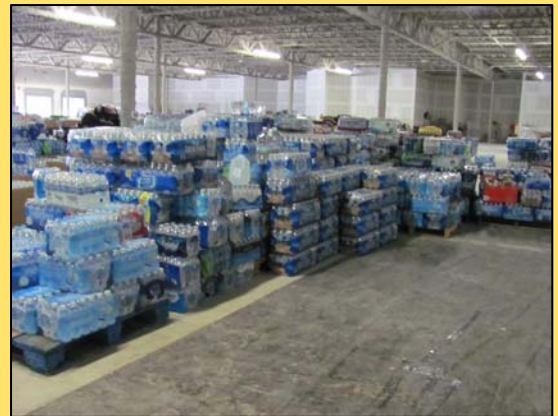
Because you cared enough about your community to give to United Way, MANNA volunteers were able to deliver over 94,600 hot, nutritious meals to the homebound elderly. This enabled the seniors to remain healthy and independent longer in the safety of their own homes.

## How Do Families Recover from Disaster?



*Much has happened since the April storms that wrecked havoc on our state, including Etowah County. In the Happy Hollow area alone, 8 homes were destroyed. 593 FEMA applications were received. Over \$430,000 in housing costs were paid (by FEMA). Many friends came together to donate food, water, and their own labor to make a difference. On June 17, United Way's Day of Action took place. With more than*

*500 volunteers county-wide, over 150 went to Happy Hollow to clean debris, fighting the weather and terrain. During the clean-up volunteers found a wallet and car keys, and gave them back to their owner! World Vision brought building materials to Happy Hollow. Now two homes are near completion. And, the Etowah County Long-Term Recovery Committee is still working to help those affected by the storm. United Way is proud to participate in the Long-Term Recovery process in Etowah County.*



# Loyal Contributor

Talk to Devon Maness for ten minutes, and you'll walk away knowing how much he gives back to his community.

Devon Maness moved to Gadsden about 20 years ago. He works for Inteva Products of Gadsden, his wife is a principal in the Gadsden City School System, and his children are attending college.

Devon started giving to United Way right out of college when he got a job at the Boys and Girls Club in Atlanta. For the last 20 years, Devon has been involved in our community. He served on the United Way Board of Directors from 1996 to 2001 and 2003 to 2005. Devon



was a member of the Community Building Committee and served as United Way Board Secretary from 1999-2001 and 2003-2005.

Devon said, "As a board member, I saw how United Way supports programs that made a difference." Furthermore, he said, "Every program we have is good, but you have to reach them (children) young. The best thing United Way did was develop Success By 6."

Devon is still volunteering for the local Boys and Girls Club, and has added the Big Brothers/Big Sisters program and Junior Achievement to his repertoire of agencies for which he volunteers. He gives his volunteer time to children where he sees the difference he is making in their lives. United Way thanks Devon for being a **Loyal Contributor** !

## Memorials and Honorariums

A gift to United Way of Etowah County in memory of a loved one or in honor of an accomplishment is a very personal and loving tribute.

When you send an honorarium, we will promptly send an appropriate acknowledgement to the bereaved family or to the person you wish to honor. The acknowledgement will not include the amount of your gift. We also acknowl-

edge your gift to inform you that we have completed your request.

Your thoughtful memorial or honorarium gift also helps carry on the work of improving lives and community conditions far down the road.

Please remember United Way of Etowah County in your will or estate plans, and tell us when you do so we can thank you!

**Giving to United Way Ten Years or Longer Qualifies you to be Recognized as a Loyal Contributor!**

**Have you been giving to United Way for ten years? Fifteen? Twenty? Please let United Way of Etowah County know, we'd like to thank you! Call or e-mail Pat Presley at 256-547-2581 or [ppresley@uwoec.org](mailto:ppresley@uwoec.org)**

## Mission Statement:

**United Way is improving lives by mobilizing the caring power of our community.**

### **United Way of Etowah County**

605 South 4th Street

P.O. Box 1175

Gadsden, Alabama 35902

**TEL:** 256-547-2581

**FAX:** 256-546-4360

**WEBSITE:** [www.unitedwayec.com](http://www.unitedwayec.com)

**Give. Advocate. Volunteer.**

**LIVE UNITED**



United Way  
of Etowah County

CHANGE SERVICE REQUESTED

GADSDEN, AL 35902

P.O. BOX 1175

UNITED WAY OF ETOWAH COUNTY

